

Planning for Enhanced Public Higher Education in Loudoun: Building on the Mason-NOVA Partnership

Mason/NOVA/Loudoun/Leesburg/LCPS Project Scripts for Interviews

A. Questions for GMU, NOVA, and LCPS

1. Drivers of Enhanced Educational Needs in Loudoun County

- What are the population and economic development drivers for an enhanced higher education presence in Loudoun?
- What should George Mason University (Mason) and Northern Virginia Community College (NOVA) be doing in Loudoun County (What combination of onsite programs, online linkages to Mason and NOVA resources elsewhere in Northern Virginia and other programs/offerings are desirable)?
- How should NOVA leverage existing resources to expand its presence to underserved and rapidly expanding areas of the County?
- How can the distinct educational resources of Mason and NOVA be utilized even more synergistically?
- How should these efforts relate to Loudoun County Public Schools (LCPS) and other learning providers?
- What academic programs and workforce development needs have been identified as high potential?
- Are there other resources that should be analyzed besides those listed below:
 - Economic development and population statistics and maps (Town, County, and LCPS),
 - Eduventures report,
 - Mason strategic planning, Mason regional campus study, and other strategic materials from Town and County;
 - NOVA strategic planning and other documents; and
 - LCPS strategic planning and other documents.

2. The discussion of potential types of campus models (e.g., downtown, suburban, mixed-use/town center, green field) will be conducted in a workshop later in the planning process. What are your perspectives on the types of campus models that should be considered and how they should be evaluated? What community resources or amenities should be considered?

B. Questions for Business Leaders

1. Drivers of Enhanced Educational Needs in Loudoun County

- From the perspective of business leaders, what are the population and economic development drivers for an enhanced higher education presence in Loudoun? What resources should be analyzed in addition to those listed below:
 - Economic development and population statistics and maps (Town, County, and LCPS),
 - Eduventures report,
 - Mason strategic planning, Mason regional campus study, and other strategic materials from Town and County;
 - NOVA strategic planning and other documents;
 - LCPS strategic planning and other documents;

2. Business Community Needs and Support

- What general and specific needs has the business community identified?
- What is needed to garner the enthusiastic support of business leaders?
- What additional resources should be studied in addition to:
 - Existing surveys, documents, and other resources; and
 - Interviews and conversations with business leaders and groups (To be discussed and fleshed out by the Planning/Working Group)

3. Support of State and Local Government Officials and the Community. From the perspective of business community leaders:

- What is needed to achieve full and enthusiastic support of local government?
- What is needed to achieve full and enthusiastic support of state government?
- What is needed to assuage any concerns of local interest groups?

4. The discussion of potential types of campus models (e.g., downtown, suburban, mixed-use/town center, green field) will be conducted in a workshop later in the planning process. What are your perspectives on the types of campus models that should be considered and how they should be evaluated? What community resources or amenities should be considered?

C. Questions for State and Local Government Officials

1. Drivers of Enhanced Educational Needs in Loudoun County

- From the perspective of state and local government officials, what are the population and economic development drivers for an enhanced higher education presence in Loudoun? What resources should be analyzed in addition to those listed below:
 - Economic development and population statistics and maps (Town, County, and LCPS),
 - Eduventures report,
 - Mason strategic planning, Mason regional campus study, and other strategic materials from Town and County;
 - NOVA strategic planning and other documents; and
 - LCPS strategic planning and other documents.

2. Business Community Needs and Support. From the perspective of state and local government officials:

- What general and specific needs has the business community identified?
- What is needed to garner the enthusiastic support of business leaders?
- What additional resources should be studied in addition to:
 - Existing surveys, documents, and other resources; and
 - Interviews and conversations with business leaders and groups (To be discussed and fleshed out by the Planning/Working Group)

3. Support of State and Local Government Officials and the Community. From the perspective of state and local government officials:

- What is needed to achieve full and enthusiastic support of local government?
- What is needed to achieve full and enthusiastic support of state government?
- What is needed to assuage any concerns of local interest groups?
- What additional resources should be studied, in addition to:
 - Review of historic discussions about expanded educational offerings in Loudoun County and other existing materials,
 - Inventory of existing undeveloped or partially developed sites already in public ownership,

- Conversations with local and state leaders, and
- Community conversations with interested individuals and groups, a listing of which will be determined by the Planning/Working Group in Task #3.

4. The discussion of potential types of campus models (e.g., downtown, suburban, mixed-use/town center, green field) will be conducted in a workshop later in the planning process. What are your initial perspectives on the types of campus models that should be considered and how they should be evaluated? What community resources or amenities should be considered?

D. Questions for Community Groups

1. From your perspective as a member of this community, what are the population and economic development drivers for an enhanced higher education presence in Loudoun?
2. What postsecondary educational offerings should George Mason University and NOVA, in collaborations with the Loudoun County Public Schools, make available to the citizens of Loudoun County?

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